HESS MART

Store Bulletin

TO: HESS MART MANAGERS

MEMO: CVI/009/96

FROM: C. V. ISZARD

DATE: 3/1/96

SUBJECT: **CIGARETTE DISPLAY COMPLIANCE**

This review is provided so you can determine your compliance and eliminate the possibility of being in non-compliance with the Amerada Hess, Philip Morris, R. J. Reynolds, and Brown and Williamson agreements.

All displays must be placed in accordance with your locations authorized schematic. **NOTE:** Many of the agreed upon fixture sizes may be different from what you actually have in your location. The fixtures listed below are the minimum size required to comply with Retail Masters. **It is your responsibility to see that we are in compliance with this schematic/diagram and the compliance percentage at all times.**

All locations should be in full compliance already. (Note: there are no changes from 1995). If you cannot comply with one of the contracts, you must contact your Division Manager who will notify Stan Benarick.

The attached worksheet will help you determine the number of facings for each manufacturer. **Philip Morris products must have at least 53.8% of the displayed facings on your front counter and 50% on the back counter.** You may increase the size of your Basic fixture to be in compliance.

If you have any questions concerning compliance, please call Stan Benarick at X6428 or the undersigned at X6144.

C. V. ISZARD

CVI/ac

cc: A. J. D'Amico
Division Managers
S. Benarick
File: T:\MEMOS\CVI\96009
Region Managers
Marketing Representatives
J. Chamberlain

51849 0949

Source: https://www.industrydocuments.ucsf.edu/docs/ksfy0000